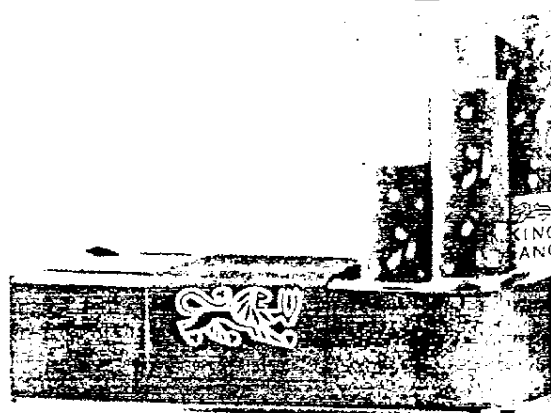




KING SANO: now
more than ever—
the cigarette taste
to live with



FILTER TIP



FILTER TIP


KING
SANO
MENTHOL


KING
SANO

Now...a cool-tasting new menthol filter partner for
King Sano—America's purest tobacco taste

Purest...because only King Sano protects your taste both ways:



1. Filters the tobacco before you smoke it.
The exclusive King Sano reduction process
first filters harshness out of the leaf before
the cigarette is ever made.

2. Filters the smoke before you taste it.
The unique King Sano filter further refines
the smoke so you enjoy the purest tobacco
flavor of any filter cigarette.

KING PRODUCTS OF UNITED STATES TOBACCO COMPANY